### **Assignment - 3** COMPSCI 325 - Fall 2021

**Due: 09/30/2021 at 11:59 pm.**

This assignment consists of 1 part. After finishing the assignment, submit 1 PDF to the assignment on Gradescope.

**Part 1: Critique and Redesign Questionnaire Questions** (50 points)

Imagine you are planning a usability study of the Kobo website. As part of your study, you are planning to use questionnaires to collect data before and after you observe the participant using the website.

Below are several questions you might be interested in asking the participants. The questions give you an idea of the types of things you will want to ask about – but need work.

For each, briefly **identify a problem(s)** with the question and **explain how to fix it**.

1. Have you bought e-books, electronic magazine subscriptions, or electronic gift cards before?

2. How much do you spend per year on e-books?

3. How often do you purchase e-books?

< 1 a month

1-3 times a month

3-5 times a month

>5 times a month

4. Do you like the system?

5. Did you find the recommendation and search functions useful?

6. Which of the following methods have you used to purchase or borrow e-books before?

Kobo.ca

Kobo bookstore (on my kobo device)

Amazon Kindle

Barnes and Noble Nook

Vancouver public library

friends/family

7. Is this the best e-book shopping interface you’ve ever used?

8. Imagine you are getting reading to go on a vacation at the last-minute, and you have to deal with last minute distractions from kids packing and phone calls from family members, and you want to quickly (in less than 5 minutes) find an e-book to buy to take with you. Would this system be effective?

9. Most people who use this software find the recommendation feature useful. Do you agree?

10. On a scale of 1 to 10, how willing are you to buy this tool?